

REAL PROTECTION IN EVERY PUFF—

added to finer pleasure!



ALL SMOKERS
INHALE—BUT
it needn't bother
your throat

WITH your sensitive woman's
throat—you need to be very
sure about your cigarette.

There are great differences.
Doctors who compared the lead-
ing popular cigarettes, report that:

SMOKE OF THE FOUR OTHER
LEADING POPULAR BRANDS
AVERAGED MORE THAN THREE
TIMES AS IRRITATING—AND
THEIR IRRITATION LASTED MORE
THAN FIVE TIMES AS LONG—AS
THE STRIKINGLY CONTRASTED
PHILIP MORRIS!

In PHILIP MORRIS you enjoy the
finest tobaccos grown—plus this
exclusive, proved superiority. No
worry about throat irritation—
even when you inhale!



CALL FOR PHILIP MORRIS

America's Finest Cigarette

July 1942 Good Housekeeping

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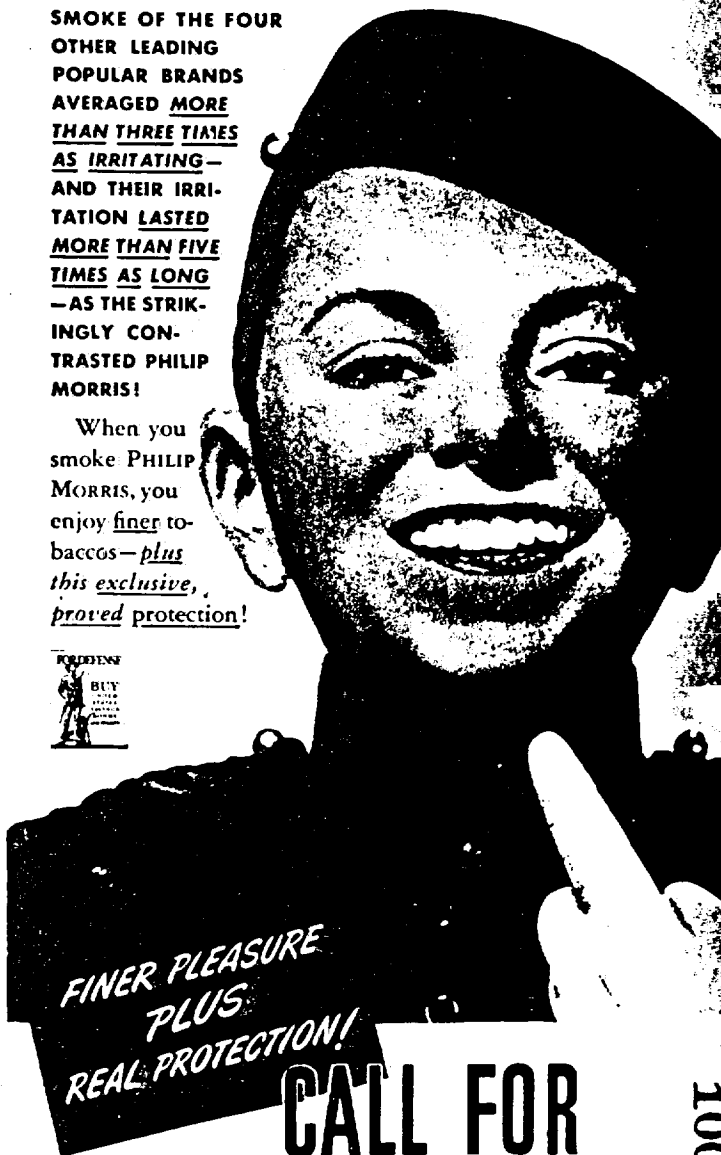
150 SURE YOU INHALE —SO PLAY SAFE —with your throat!

You can't avoid some inhaling—but you can avoid worry
about throat irritation, even when you do inhale.

Doctors who compared the leading favorite cigarettes
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MORRIS, you
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baccos—plus
this exclusive,
proved protection!



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AMERICA'S FINEST CIGARETTE

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